The Business Model Canvas

Designed for:	Designed by:	Date:	Version:

8 Key Partners

Who do you need to make the business work

7 Key Activities

What you need to do to make the business work

6 Key Resources

What do you need to make your business work?

2 Value Propositions

Why should customers pay for YOUR product?

4 Customer Relationships

What type of relationship do you want?

3 Channels

How will you sell and deliver your product?

1 Customer Segments

Who are you selling to?

9 Cost Structure

What are your main value-creating costs?

5 Revenue Streams

How do you collect money from customers?